

NEW ENGLAND WATERCOLOR SOCIETY

Founded in 1885



2015 New England Regional Juried Exhibition

July 8—August 1, 2015

Hosted by
Creative Arts Center
154 Crowell Road
Chatham, MA 02633
(508) 945-3583
www.capecodcreativearts.org

Submissions
www.newenglandwatercolorsociety.org

2015 New England Regional Juried Exhibition

July 8—August 1, 2015

Sponsored by
The New England Watercolor Society

Hosted by
Creative Arts Center
154 Crowell Road, Chatham, MA 02633
(508) 945-3583 www.capecodcreativearts.org

Calendar

May 14	Final date for receipt of entries
June 8	Notification of Acceptance
July 5	Delivery of art to Creative Arts Center, 2—5 pm
July 8	Show opens
July 7, 8, 9	Workshop with Tony van Hasselt
July 12	Reception and Awards Presentation 2 - 4 pm
August 1	Show Closes
August 2	Pick-up paintings 12 - 3 pm
After August 2	Return of shipped artwork

Prizes

Over
\$2,000
in Awards

Eligibility

- ◊ Open to any artist residing in New England age 18 and older
- ◊ All work must be painted with aqua media including watercolor, acrylic, casein, egg tempera, gouache and inks on unvarnished paper or synthetic paper such as Yupo
- ◊ No photo copies, color laser prints, monotypes, pastels or computer generated work
- ◊ Work may not have been done in a class or under a teacher's supervision
- ◊ Art may not be withdrawn early, and no changes in pricing or catalog information may be made after acceptance
- ◊ **All work must be for sale**
- ◊ The Screening Committee has the right to refuse any painting that does not meet the stated specifications or is not accurately represented
- ◊ No art work exhibited in past New England Watercolor Society exhibitions or at the exhibiting venue is eligible

Submission of Entries

- ◊ Submit images and pay entry fee on-line via the NEWS website at:
www.newenglandwatercolorsociety.org
- ◊ No CD entries, no slides
- ◊ Submit your images as JPG, TIF or PNG files not greater than 2MB. The longest side should be 1,280 pixels or greater
- ◊ Up to 3 images may be submitted; Only 1 may be selected
- ◊ Please limit naming convention to no more than 30 characters
- ◊ Photo and editing tutorials available on our website

Entry Fees

Non-Members

\$25 one entry, \$30 two entries, \$35 three entries

NEWS Members and Associate Members

\$20 one entry, \$25 two entries, \$30 three entries

Entry fees will be paid by credit card at the time of entering images. Please be sure your member dues are paid for 2015 otherwise you must pay the non-member entry fee.

Notification of Acceptance

Accepted artists will be notified by e-mail on or about June 15, at which time shipping instructions will be provided.

Framing of Accepted Work

White and off-white mats only. All work must be framed under Plexiglas. Wires must be attached so that they are not visible when the work is hanging. No saw-tooth hangers allowed. Mat, frame and glazing package must have a professional look and must be in "as new" condition. Work not conforming to regulations WILL NOT BE EXHIBITED! Note size limitation of 36" in any direction, outside measurement of frame.

Delivery of Accepted Work

Hand delivered artwork must be received at the Creative Arts Center in Chatham on Sunday, July 5 from 2—5 pm.

To facilitate drop-off and return of work for those in remote locations from Cape Cod, accepted artists will be provided with a complete list of accepted entries so that cooperative arrangements for drop-off and pick-up can be made independently. A Boston-area satellite drop off location and time will be arranged.

A handling fee of \$40 will be required of shipped work. Detailed shipping instructions will be provided upon acceptance to the exhibition.

Sales

A 40% commission will be retained jointly by NEWS and the Creative Arts Center on all sales. Paintings will be sold at the price originally stated by the artists on entry. No changes will be accepted. No P.O.R.'s, no N.F.S.'s.

Return of Work

Work must be picked up at the Creative Arts Center on Sunday, August 2, 12—3 pm. Shipped works will be repacked and returned to the shipper after August 2nd.

Note

It is the obligation of artists to exhibit accepted works. Failure wastes the opportunity of another artist to display their work or become eligible for signature membership. NEWS reserves the right to photograph paintings or use digital images for publicity purposes.

Juror of Selection and Awards

Tony van Hasselt, AWS

Internationally known and respected watercolor artist and teacher. Tony van Hasselt's paintings have been featured in art magazines such as *Southwest Art*, *American Artist*, *Australian Artist* and on the covers of the *Artist's Magazine* and *Watercolor Magic*. His work is also included in nine art instruction books by well-known artists and authors.

Workshop with Tony van Hasselt, AWS

July 7, 8 and 9

Watermedia Painting en Plein Air on Old Cape Cod

Tony's primary focus is on the art of picture making, composition and design, applicable in any medium. Demos will be in watercolor, but acrylics are welcome. Plein air paint on location, then come back to the studio for an indoor sharing session at the end of the day to resolve and strengthen your artwork. Tuition for the 3-day workshop is \$425. For more information, visit the link on our website listed below.

There will be an artist's Demo night featuring Tony van Hasselt on Wednesday, July 8, 6:30 pm that will be open to the public. For pricing and ticket information, email: Dawn Scaltreto at descal@rcn.com

Membership in New England Watercolor Society

Any artist residing in New England can become a signature member of the New England Watercolor Society by being accepted into 4 juried shows, one of which must be a National Open Show, within a 10 year period.

Associate Memberships are available. For information, contact: Marly65@verizon.net

Please visit our website at:

www.newenglandwatercolorsociety.org

Liability

Neither the New England Watercolor Society nor the Creative Arts Center shall be held liable for any loss.

Submissions

www.newenglandwatercolorsociety.org

NEW ENGLAND WATERCOLOR SOCIETY
P.O. Box 170140
Boston, MA 02117

ADDRESS SERVICE REQUESTED

NEW ENGLAND WATERCOLOR SOCIETY REGIONAL SHOW



JULY 8 - AUGUST 1, 2015

OPENING RECEPTION & AWARDS
SUNDAY, JULY 12, 2015 2PM-4PM

CREATIVE ARTS CENTER
154 CROWELL ROAD, CHATHAM, MA 02633

*The New England Watercolor Society has been fostering excellence in aqua media
since its inception as the Boston Watercolor Society in 1885.*

*Free painting demonstrations will take place at the Creative Arts Center
July 18th, 25th & August 1st 1pm 508-945-3583*

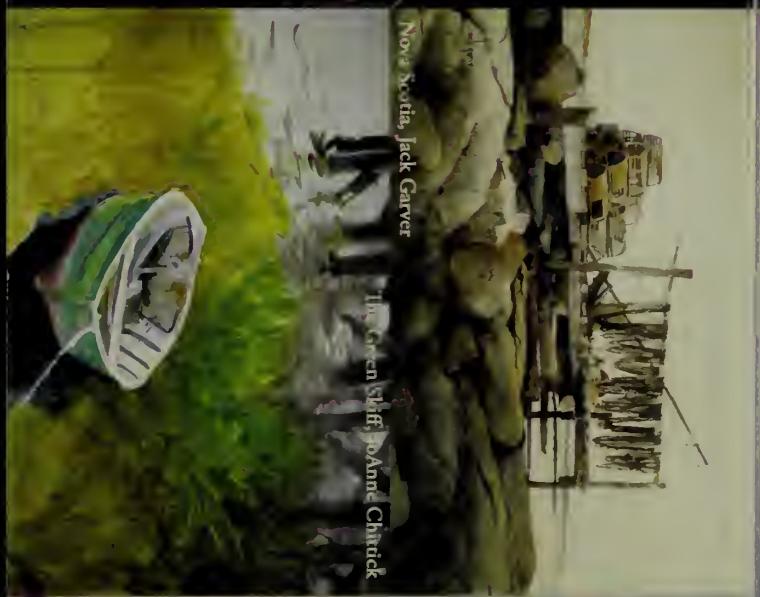
CREATIVE ARTS CENTER
154 Crowell Rd
Chatham, Ma. 02633

Address Change Service

Non-Profit Organization
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Permit No. 21
Orleans, MA. 02653



Peony and Chives, Robert O'Brien



Nova Scotia, Jack Garver

The Green Shelf, JoAnne Chitrick



Young Artist Drawing, Richard

From: New England Watercolor Society descal@rcn.com
Subject: New England Watercolor Society News, June 2015
Date: June 24, 2015 at 12:43 PM
To: jinjah1@aol.com

You're receiving this newsletter because you subscribed at newenglandwatercolorsociety.org.
Not interested anymore? [Unsubscribe](#). Having trouble viewing this email? [View it in your browser](#).



New England Watercolor Society

Fostering Excellence in Aqua Media Since 1885

New England Watercolor Society News - June 2015

2015 New England Regional Juried Exhibition opens soon!

July 8—August 1, 2015

Hosted by
Cape Cod Creative Arts Center
154 Crowell Road,
Chatham, MA 02633
(508) 945-3583 capecodcreativearts.org

Exhibiting artists: it's not too late to contact Dawn Scaltreto at 617-319-1901 or descal@rcn.com to arrange for early drop off of their artwork for delivery to the Cape.

The [gallery of accepted work](#) is now live on the [NEWS website](#).



Art Demos at the Cape Cod Creative Art Center/NEWS Regional Show

There will be a painting demonstration by world renowned artist Tony van Hasselt on Wednesday, July 8th at 6:30 pm. The cost is \$25 and refreshments will be served. Please call 508-945-3583 to sign up.

During the month that the show is open, there will be Saturday painting demos by NEWS watercolorists from 1-3pm.

- July 18th- Jack Garver,
- July 25th- Ann Hart,
- August 1st-Julie Blanchard.

The Saturday demos are free and open to the public. Food pantry donations are encouraged in lieu of admission fees.

There are still a few openings left for the Tony van Hasselt workshop!



Plein air painting by Tony van Hasselt

NEWS proudly presents a
**Workshop with Tony van
Hasselt, AWS**

**Watermedia Painting en Plein Air
on Old Cape Cod**

July 7, 8 and 9

The workshop with Tony van Hasselt still has openings available. It is a great opportunity for artists wishing to further their knowledge of plein air painting in a spectacular location with a very gifted workshop leader.

Students who have attended Tony's workshops report that the experience has brought their work to new levels. If you are a teacher, please invite your students to attend this workshop.

For more information, see the [Workshops page](#).

[Download the flyer/signup sheet](#)

New England Watercolor Society
www.newenglandwatercolorsociety.org

The New England Watercolor Society proudly presents a workshop by

Tony van Hasselt, AWS

Watermedia Painting en Plein Air on Old Cape Cod

July 7, 8 and 9, 2015, 9 am—5 pm

at the Cape Cod Creative Arts Center 154 Crowell Road, Chatham, Ma



About the Workshop:

Tony's primary focus is on the art of picture making, composition and design, applicable in any medium. Demonstrations are in watercolor but students using acrylics are welcome. For studio painters, this plein air workshop can serve as an introduction to working on location, while finishing touches may be added in a studio environment.

Tony will begin the workshop with an indoor session acquainting students with the Building Blocks of Painting. Students will then accompany Tony to some amazing plein air locations featuring the rustic beauty of Cape Cod. Each day will be a new plein air location until 3, and will end back at the Creative Arts Center at 4 for an **indoor "sharing session"** where participants look at work and where possible, Tony paints suggested improvements on a sheet of acetate placed over the painting.

This workshop will be limited to 18 participants.

About the Artist:

In The Netherlands, Tony van Hasselt worked in display and graphic design prior to arrival in the US. Painting was pursued in evening classes and later, on a full-time basis under Frank Reilly, a popular teacher at the Art Students League in New York.

In 1963, as one of the first pioneers in the field, Tony started organizing world-wide workshops taught by artists he admired. In this way, his idols, John Pike, Edgar A. Whitney, Robert E. Wood, Tom Hill, Milford Zornes and Rex Brandt became his mentors and friends in art.

Elected to signature membership in the American Watercolor Society, van Hasselt's paintings have been featured in art magazines such as *Southwest Art*, *American Artist*, *Australian Artist* and on the covers of the *Artist's Magazine* and *Watercolor Magic*. His work is also included in nine art instruction books by well-known artists and authors. For more information about the artist, visit his website at: vanhasseltworkshops.com

Tuition for the 3 day workshop is \$425. Cancellations made by June 1 will receive a full refund less a \$25 administration fee. Cancellations between June 1 and June 20 receive a 50% refund if class space can be filled. No refund will be provided after June 20. If the class has to be cancelled because of unforeseen circumstances then a full refund will be promptly made. Questions may be directed to Dawn Scaltreto descal@rcn.com or call Dawn at 617-319-1901

Make checks payable to **New England Watercolor Society**, and mail to: Wendy Hale, 160 Commonwealth Avenue #709, Boston, MA 02116

Registration Form

Name _____

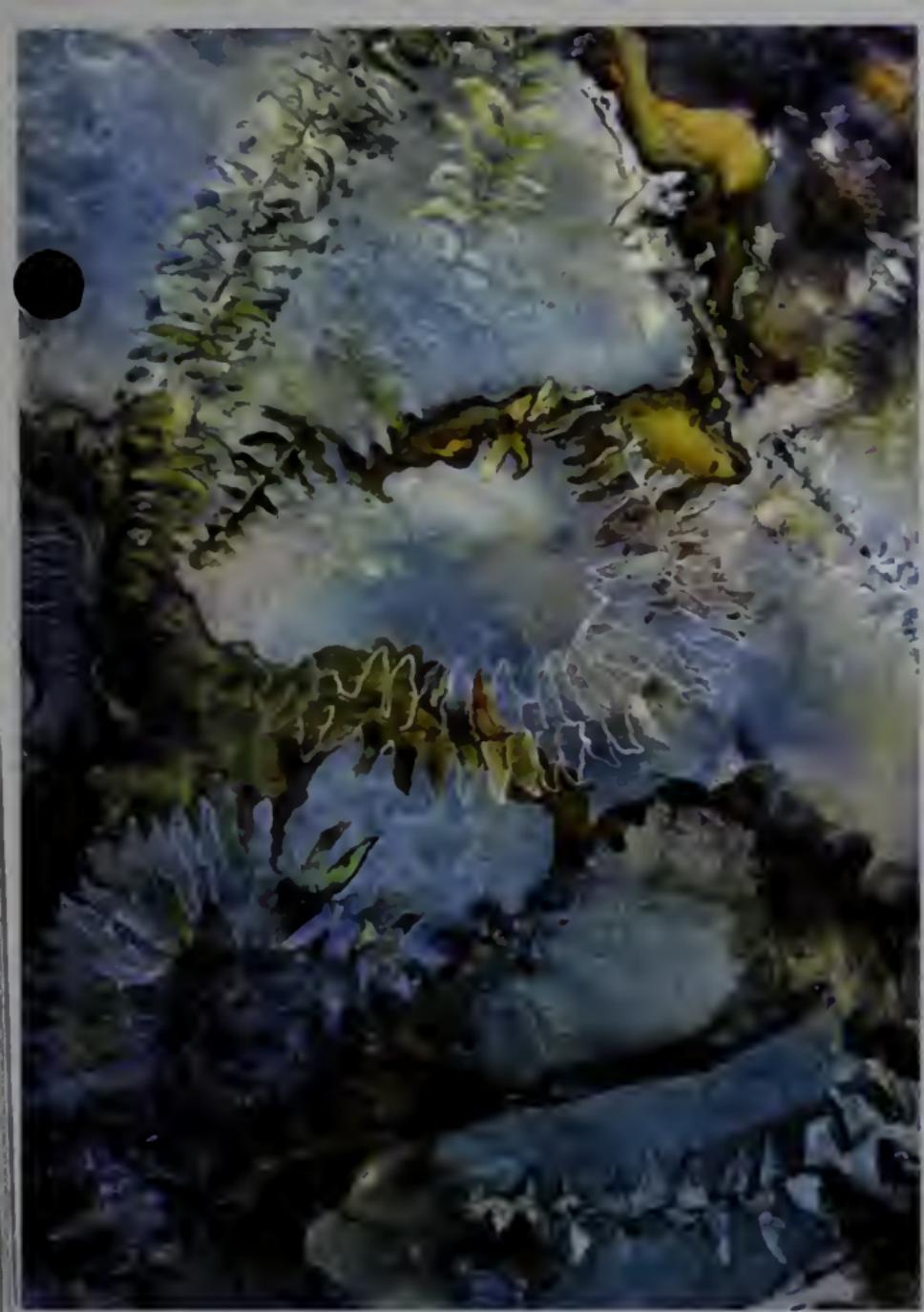
Address _____

City _____

State/Zip _____

Telephone _____

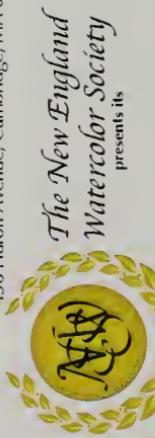
E-Mail _____



"Beneath the Surface" Robin Beckwith 2014 First Award

New England Watercolor Society
2015 Members Show and Sale

456 Huron Avenue, Cambridge, MA 02138



*The New England
Watercolor Society*
presents its

2015 Members Show and Sale

at the Guild of Boston Artists

162 Newbury Street, Boston MA
January 31 - February 27, 2015

Hours:

Tuesday - Saturday, 10:30 am - 5:30 pm

Reception and Awards

Saturday, January 31, 2-4pm

Painting Demonstrations: Free & Open to the Public

Carole Berren, Saturday, February 7 at 1:30pm

Dawn Scalfretto, Saturday, February 14 at 1:30pm

Frank Costantino, Saturday, February 21 at 1:30pm

www.newenglandwatercolorsociety.org

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New England Watercolor Society

*2015 Members' Exhibit
At the Guild of Boston Artists
162 Newbury Street, Boston, Massachusetts*

January 31 - February 27, 2015

Hours:

Tuesday through Saturday, 10:30 am - 5:30 pm

Reception and Awards:

Saturday, January 31, 2 - 4 pm

Painting Demonstrations, Saturdays 1:30 - 3:30 pm:

February 7, Exhibit Juror, Carole Berren, AWS

February 14, Dawn Evans Scaltreto

February 21, Frank Costantino

*New England
Watercolor Society
2015 Members' Exhibit
At the Guild of Boston Artists*

Exhibition Chairs Frances Schreiber and Dawn Evans Scaltreto

*Show Committee Richard Sabin, Wendy Hale, Andrew Kusmin,
Lila Mehlman, Robert Hsiung, Maureen Brookfield, Michael
Milburn, Kristin Stashenko and Louis and Marjorie Rizzo*

Awards Ann Belson; Nancy Sargent Howell, Calligrapher

Publicity Nan Runpf

Reception Hospitality Paul McMahan and Susan Hurst

Special Thanks to:

*The Guild of Boston Artists The Guild of Boston Artists Board of
Directors, President Jean G. Lightman; Bill Everett, Director;
Brian Harris, Assistant Director; Alyssa Oggiono, Intern; and
Michael Monsef, Intern*

Mission Gold Watercolors, Mijello, Inc.

North Shore Art Association

Trader Joe's, Back Bay

New England Watercolor Society Members Exhibit 2015

Awards

Gold Medal - The Place I'd Rather Be
Andrew Kusmin \$1400

Silver Medal – I Have Old Women's Secrets Now
Frances Schreiber \$2000

Bronze Medal - Asparagus and Lemons
Donna MacLure \$400

Mission Gold Premier Award - Jumpin' Jay's Fish Cafe #2
Terri Brooks \$900

Members' Show Award – Orange Cup
Robert Norieka \$2200

Mission Gold Special Award, Young Woman in Repose
Carolyn Newberger \$1400

North Shore Art Association - Sun in Seville
Carolyn Latanision \$1800

Honorable Mentions

Allegory, Lila Mehlman \$1000

Caroline's Trunk, Margaret Wilson Kipp \$1600

In Concert, Marilyn Swift \$1000

Winter Woods, Paul George \$2800

Honorable Exhibition Judge - Carole Berren, AWS

New England Watercolor Society Members Exhibit 2015

Newbury Street Window

<i>King of the Lake</i>	<i>Yale Nicolls</i>	\$400
<i>Peppers</i>	<i>Marla Greenfield</i>	\$1250
<i>Chasing the Balloons</i>	<i>Thomas Rebek</i>	\$3000
<i>Orange Cup</i>	<i>Robert Norieka</i>	\$2200
<i>Pumpkins</i>	<i>Charles Movalli</i>	\$3000

Front Gallery West

<i>Jumpin' Jay's Fish Cafe #2</i>	<i>Terri Brooks</i>	\$900
<i>Swirl</i>	<i>Irena Roman</i>	\$4000
<i>Magnolia</i>	<i>Cathy Chin</i>	\$450
<i>The Place I'd Rather Be</i>	<i>Andrew Kusmin</i>	\$1400
<i>Farfar's</i>	<i>Jack Haran</i>	\$600
<i>In Concert</i>	<i>Marilyn Swift</i>	\$1000
<i>Island Mandala</i>	<i>Nancy Davis Johnson</i>	\$1500
<i>Arey's Pond</i>	<i>Jon Fish</i>	\$850
<i>We Have Liftoff</i>	<i>Jody Blagden</i>	\$500
<i>Masked</i>	<i>Kristin Stashenko</i>	\$1000
<i>Selective Reporting</i>	<i>Nan Rumpf</i>	\$925
<i>Letter for Margaret</i>	<i>Mildred Bartee</i>	\$3500
<i>North Beach</i>	<i>Becky Haletky</i>	\$1200

Front Gallery East

<i>Pier Group</i>	<i>Louis Rizzo</i>	\$1000
<i>Bamboo Abstract</i>	<i>Michael Millburn</i>	\$350

New England Watercolor Society Members Exhibit 2015

<i>Monhegan Lighthouse</i>	<i>Paul McMahan</i>	\$1100
<i>Magic Hour</i>	<i>Maureen K. Brookfield</i>	\$750
<i>Florence</i>	<i>Suzanne Brailey</i>	\$1000
<i>Radishes, Roots and Reds</i>	<i>Lynne Atwood</i>	\$750
<i>Clearing</i>	<i>Nancy Sargent Howell</i>	\$400
<i>Falmouth Harbor</i>	<i>Anne M. Belson</i>	\$450
<i>I Have Old Women's Secrets Now</i>	<i>Frances Schreiber</i>	\$2000
<i>Caroline's Trunk</i>	<i>Margaret Wilson Kipp</i>	\$1600
<i>The White House</i>	<i>Gracia Dayton</i>	\$1200
<i>Abbot Hall Enwrapped, Marblehead, Mass.</i>		
	<i>Frank Costantino</i>	\$950
<i>Evening Meadow</i>	<i>Lilly Cleveland</i>	\$600
<i>Polynesian Paradise</i>	<i>Anne Sullivan</i>	\$450
<i>Across The Room</i>	<i>Betty Rogers</i>	\$1100

Back Gallery West and Far Wall

<i>Sun in Seville</i>	<i>Carolyn Latanision</i>	\$1800
<i>The Woods</i>	<i>Anne Gordon</i>	\$800
<i>Strolling Through the Campo</i>	<i>Mary Callahan</i>	\$950
<i>Beach Stones</i>	<i>JoAnne Chittick</i>	\$2500
<i>Market in Cairo</i>	<i>Robert Hsiung</i>	\$2500
<i>Shell Game</i>	<i>Robin Beckwith</i>	\$1400
<i>Rhythm of Roses</i>	<i>Helene Pierce</i>	\$800
<i>Red Dories</i>	<i>Barbara Donnelly</i>	\$1100
<i>Jug Stream Boat House</i>	<i>Diane Dubreuil</i>	\$950

New England Watercolor Society Members Exhibit 2015

Back Gallery West and Far Wall, Continued

<i>Critique</i>	<i>Peg Scully</i>	\$600
<i>Early Morning Light, Copley</i>	<i>Wendy Hale</i>	\$3500
<i>Newbury St. Thaw</i>	<i>Julie Blanchard</i>	\$800
<i>Ten Puffins</i>	<i>Marjorie Rizzo</i>	\$450
<i>Winter Woods</i>	<i>Paul George</i>	\$2800
<i>Synergy</i>	<i>Richard T. LaRoche</i>	\$1100
<i>A Vase in the Sun</i>	<i>Mary Riehm Athanasiou</i>	\$1500
<i>Seaside Copper</i>	<i>Sally Sawyer Mitchell</i>	\$1200

Back Gallery East and Near Wall

<i>Shore Road</i>	<i>Joyce Wood</i>	\$800
<i>Winter Dunes</i>	<i>Karol B. Wykoff</i>	\$1500
<i>Asparagus and Lemons</i>	<i>Donna MacLure</i>	\$400
<i>Savoca Sicily</i>	<i>Nancy C. Bailey</i>	\$1900
<i>Allegory</i>	<i>Lila Mehlman</i>	\$1000
<i>Ski Mount Washington</i>	<i>Richard Sabin</i>	\$750
<i>Turkish Coffee Pot</i>	<i>Marija Pavlovich McCarthy</i>	\$2800
<i>Port Tack</i>	<i>Steve Lush</i>	\$1200
<i>Kent Cat</i>	<i>Dawn Evans Scaltreto</i>	\$900
<i>The Flowered Shawl</i>	<i>Lenice Strohmeier</i>	\$1500
<i>Dream Lake / Estes Park</i>	<i>Mardy Rawls</i>	\$2000
<i>Cygnet</i>	<i>Ann M. Murphy</i>	\$825
<i>Young Woman in Repose</i>	<i>Carolyn Newberger</i>	\$1400

**New England Watercolor Society Board of Directors
and Task Chairs**

Richard Sabin, President

Dawn Evans Scaltreto, Vice President

Wendy Hale, Treasurer

Mary Callahan, Recording Secretary

Ann Belson, Corresponding Secretary, Awards

Nan Rumpf, Publicity

Maureen Brookfield, Postcards and Mailing Lists

Nancy Sargent Howell, Signature Members

Mary Rauscher, Associate Members

Mary Griffin, New Signature Members

Lilly Cleveland, Member Books

Ginger Greenblatt, Archives/Historian

Steve Hamlin, Webmaster

Gracia Dayton, Gifts

Becky Haletky, Web Liason

Frances Schreiber, Member Exhibit

Nominating Committee: Ann Belson, Becky Haletky, Jack Haran

Ex Officio: Andrew Kusmin, Nancy Sargent Howell, Gracia

Dayton, Becky Haletky, Jack Haran

New England Watercolor Society

The New England Watercolor Society (NEWS) was originally founded in 1885 as the Boston Watercolor Society. It became the New England Watercolor Society in 1980. It is one of the oldest and most prestigious watercolor societies in America. Early members included such well known names in American art as Thomas Allen, F. Childe Hassam, John Singer Sargent (hon.), Charles Curtis Allen, Frank Benson, and George Hallowell. The Society has now grown to more than 200 signature members from all the New England states.

The mission of the Society is to support the advancement of aqua media arts throughout New England.

NEWS sponsors two juried shows each year. One show features the work of signature members of the Society. The other show is open to water media artists in New England (in odd-numbered years) or throughout North America (in even-numbered years). In connection with the exhibitions, the Society sponsors receptions and award presentations, gallery talks, demonstrations, and workshops led by nationally recognized artists.

Artists and interested supporters of NEWS are encouraged to join as associate members. To qualify as a signature member, a candidate must be juried into four NEWS shows within a ten-year period, including at least one North American show.

Our website provides links to websites of both associate and signature member artists, to upcoming programs, and to information regarding membership applications.

www.newenglandwatercolorsociety.org

The New England Watercolor Society proudly presents a workshop by

Carole Barren, AWS – February 1st, 2nd and 3rd

**At the Guild of Boston Artists
162 Newbury Street, Boston, MA**



Carole Berren, a signature member of the American Watercolor Society, is an award winning painter and a popular instructor of drawing and watercolor. In the journey that is art, Carole embraces the curious wonderment of continued learning, discovery and experimentation.

She has studied art at RISD, the Corcoran School of Art in DC and the Danforth Museum. In addition she has studied painting with Betty Lou Schlemm, Barbara Nechis, Barbara Delannoy, Skip Lawrence, Charles Reid, Tom Sgourus, George James, John Salminen, Alvaro Casagnet and many others.

Carole's recent work with watercolor on Yupo paper has earned her national recognition. She has been awarded the Edgar Whitney Memorial Award as well as the prestigious CFS Medal in the American Watercolor Society's Annual International Exhibitions in New York City. Her work has also received recognition in the North East, Rocky Mountain, New England and National Watercolor Societies. In June 2012 her work was published in North Light's "Splash 13 The Best of Watercolor" book. In addition, an article on Carole and her award winning work on Yupo was featured in the Watercolor Artist Magazine October 2012 Issue. One of Carole's Yupo pieces, an award winner in the "Over 60 Artists' Magazine Competition" will appear in the March 2015 issue.

The workshop will cover: Introduction to the properties of Yupo paper, how to apply paint to this non-absorbent surface and how to remove it, glazing, variegated and flat washes, enhancing the surface of the paper with numerous textural techniques. This part will be done with a strong realization of compositional organization. The second part of the workshop will deal with creating representational images from the first day's "play and experimentation". The third day we will create a painting on Yupo with a more conventional approach of drawing first and then applying paint using experiments of previous days.

This workshop will be limited to 18 participants.

Registration Form:

Name: _____

Address: _____

City: _____

State/Zip: _____

Telephone: _____

E-Mail: _____

Tuition for this 3-day workshop is \$300. Cancellations made by January 1st will receive a full refund less \$25 administration fee. Cancellations between Jan 1st and Jan 15th will receive a 50% refund if class space can be filled. No refund will be provided after Jan. 15th. If the class has to be cancelled due to unforeseen circumstances then a full refund will be promptly made. Questions, e-mail: wendyhalestudio@gmail.com. A deposit of \$100 will secure a seat for this workshop. Make checks payable to: New England Watercolor Society and send to: Wendy Hale
160 Commonwealth Ave. #709
Boston, MA 02116

1990-1991
1991-1992



1990-1991
1991-1992

New England Watercolor Society
2015 Signature Members Show
at
The Guild of Boston Artists

Show Dates: January 31 – February 27, 2015

Hours: Tuesday – Saturday, 10:30 am – 5:30 pm

Reception and Awards: January 31, 2 – 4 pm

Exhibition Judge: Carole Berren, AWS

Exhibited Paintings: 63 accepted, 3 not accepted because of width or paint medium issues

Painting Demonstrations: Saturdays 1:30 – 3:30

February 7, Carole Berren, AWS, 26 Attendees

February 14, Dawn Evans Scaltreto, 6 Attendees

February 21, Frank Constantino, 10 Attendees

Proposed workshop by Carole Berren did not take place because of the weather and its effect on enrollment.

Publicity:

Artscope Magazine (exhibit listing and image)

Whofish (exhibit write-up and image on website; e- blasts the last week of January and first week of February

Postcards sent to all NEWS members, previous purchasers of paintings, attendees at previous shows who asked to be on our mailing list, and about 26 galleries and designers in the Boston area.

Guild of Boston Artists email list

Postcards delivered to about 15 downtown hotels in the vicinity of Newbury Street.

NEWS website and e-blasts

Banners at Guild entrance

Attendance: In spite of terrible weather all month long there was a good turnout for the reception and a small number of attendees every day, some of whom were passing by and some of whom were responding to postcard announcements or publicity. A number of people mentioned that they look forward to coming every year.

Sales: Three paintings were purchased.

Carolyn Newberger's Young Woman in Repose – \$1400

Jon Fish's Arey's Pond – \$850

Robin Beckwith's Shell Game – \$1400

NEWS profit \$1,460 (\$3,650 less 60%)

Awards:

Gold Medal (\$750) – The Place I'd Rather Be - Andrew Kusmin
Silver Medal (\$500) – I Have Old Women's Secrets Now – Frances Schreiber
Bronze Medal (\$250) – Asparagus and Lemons – Donna MacLure
Mission Gold Premier Award (\$300/merchandise) – Jumpin' Jay's Fish Café #2 – Terri Brooks
Members Show Special Award (\$200) – Orange Cup – Robert Noreika
Mission Gold Special Award (\$200/merchandise) – Young Woman in Repose – Carolyn Newberger
North Shore Art Association (\$100) – Sun in Seville – Carolyn Latanision
Honorable Mention (\$50) – Allegory – Lila Mehlman
Honorable Mention (\$50) – Caroline's Trunk – Margaret Wilson Kipp
Honorable Mention (\$50) – In Concert – Marilyn Swift
Honorable Mention (\$50) – Winter Woods – Paul George

Awards total (\$2,500)

Exhibition Committees:

Co-Chairs – Dawn Scaltreto and Frances Schreiber
Receiving – Richard Sabin, Wendy Hale, Kristin Stashenko, Dawn Scaltreto, Frances Schreiber
Installation – Andrew Kusmin, Lila Mehlman, Richard Sabin, Robert Hsiung, Brian Harris
(Guild of Boston Artists)
Pick-up – Dick Sabin, Dawn Scaltreto, Frances Schreiber
Signage, Labels, and Show Program – Dawn Scaltreto
Artist Bio Book – Dick Sabin, Lilly Cleveland
Awards – Ann Belson and Nancy Sargent Howell, calligrapher
Publicity – Nan Rumpf
Postcards and Postcard Distribution – Maureen Brookfield, Marjorie and Louis Rizzo, Dawn Scaltreto, Frances Schreiber, Wendy Hale
Reception Hospitality – Paul McMahan and Susan Hurst
Workshop Planning and Hospitality for the Judge – Wendy Hale

Additional Comments: Although the weather made receiving, judging, installing, and pick-up very challenging, everyone showed great flexibility and generosity. A special appreciation goes to Bill Everett and Brian Harris, Director and Assistant Director of the Guild of Boston Artists. A major weekend water leak damaged the painting by Becky Haletky. Becky was exceptionally gracious and the Guild worked hard to rectify the situation as much as possible. In spite of all of the stresses, the show was beautiful and visitors commented positively on the quality of both the show and the paintings. The judge said she wished she had many more awards to give because of the exceptional caliber of the work.

In planning for 2016, we recognize that February is the only affordable month for the Guild. Although the date isn't optimal, having the show at the Guild of Boston Artists on Newbury Street still has significant advantages including ongoing gallery coverage and a very

professional venue. Our plan is to stay with the Guild for February 2016 and trust that the weather will be better. All Signature members should start planning for this show now. We hope to extend the width limitation to 36 inches but not a fraction beyond. There needs to be increased emphasis on professional quality framing. There also must be an up-to-date bio for all artists showing work since this has a real impact on sales. We would also like to find ways to enhance our marketing efforts.

Our thanks to all artists and committee volunteers who worked so hard to make this show a success (in spite of 100 inches of snow).

